

DIVISION OF CONSUMER AFFAIRS
TITLE 56. TRADE NAMES, TRADE-MARKS
AND UNFAIR TRADE PRACTICES
CHAPTER 8. FRAUDS, ETC., IN SALES OR ADVERTISEMENTS
OR MERCHANDISE

56:8-98. Short title

Sections 1 through 6 of this act [*56:8-98 -- 56:8-103*] shall be known and may be cited as the "Halal Food Consumer Protection Act."

56:8-99. Definitions relating to food represented as halal

As used in this act:

"Dealer" means any establishment that advertises, represents or holds itself out as selling, preparing or maintaining food as halal, including, but not limited to, manufacturers, slaughterhouses, wholesalers, stores, restaurants, hotels, catering facilities, butcher shops, summer camps, bakeries, delicatessens, supermarkets, grocery stores, nursing homes, freezer dealers and food plan companies. These establishments may also sell, prepare or maintain food not represented as halal.

"Director" means the Director of the Division of Consumer Affairs in the Department of Law and Public Safety or the director's designee.

"Food" means a food, food product, food ingredient, dietary supplement or beverage.

56:8-100. Posting of information by dealer representing food to be halal

Any dealer who prepares, distributes, sells or exposes for sale any food represented to be halal, shall disclose the basis upon which that representation is made by posting the information required by the director, pursuant to regulations adopted pursuant to the authority provided in section 4 of P.L. 1960, c. 39 (*C. 56:8-4*), on a sign of a type and size specified by the director in a conspicuous place upon the premises at which the food is sold or exposed for sale as required by the director.

It shall be an unlawful practice for any person to violate the requirements of subsection a. of this section.

56:8-101. Good faith reliance on representations; defense

Any person subject to the requirements of section 3 of this act [*56:8-100*] shall not have committed an unlawful practice if it can be shown by a preponderance of the evidence that the person relied in good faith upon the representations of a slaughterhouse, manufacturer, processor, packer or distributor of any food represented to be halal.

56:8-102. Possession of food implies intent to sell

Possession by a dealer of any food not in conformance with the disclosure required by section 3 of this act [*56:8-100*] with respect to that food is presumptive evidence that the person is in possession of that food with the intent to sell.

56:8-103. Compliance required by dealer in regard to food represented as halal

Any dealer who prepares, distributes, sells or exposes for sale any food represented to be halal shall comply with all requirements of the director, including, but not limited to, record-keeping, labeling and filing, pursuant to regulations adopted pursuant to the authority provided in section 4 of P.L. 1960, c. 39 (*C. 56:8-4*).